



February 10, 2024



# STARTUP Mela 6.0

Change the Game, Disrupt the Status quo

CASH PRIZES WORTH

₹ 1,00,000

The Startup Mela 6.0 is a game-changer for emerging entrepreneurs looking to get financial support. Startup Mela is a signature event of JIM that allows you to showcase your entrepreneurial dreams.

### Checkpoints

Do you have a viable business idea in your mind?  
Don't know how to scale up further?

### Who can participate

There are five different tracks for the business canvas submission

**Track 1:** Technology Business Incubators (Presenting the prototypes which are in the stage of infancy/Registered start-ups on or after 2022/Presently undergoing training in any incubation cells )

**Track2:** Undergraduate Engineering students /NGO's/Home Makers

**Track 3 :** Undergraduate Arts and Science Students

**Track 4 :** Postgraduate students

**Track 5 :** JIM students

### Registration fees Rs 1500 per team

( A team comprises of two - three Participants)

### Takeaways

The best team from each track will be awarded a prize of Rs 20,000 each.

Track 5 (JIM team) will be awarded two cash prizes worth Rs 10,000 each.

The team members of the best business plan will be taken for a two day campus immersion programme (Pre-Incubator Course) in the MRF-MCC Innovation park, Madras Christian College, Chennai. The programme cost will be sponsored by JIM.

### Payable to

Account Name: St. Joseph's Institute of Management Association

Account Number: 0082053000044173

Bank: South Indian Bank

Branch: Trichy Main Branch; IFSC Code: SIBL0000082

Submit the Business canvas along with the business plan before **05 Feb 2024**.

Refreshments and lunch will be served to the registered participants.

Scan the QR code for submitting your business canvas or use the link

<http://tiny.cc/see7wz>

Business Canvas



Scan for Payment



Knowledge Partner

**MCC - MRF**  
INNOVATION PARK

An opportunity to visit and get trained in the MCC-MRF innovation park through a "Pre incubator Course" for two days.  
**SPONSORED BY JIM**

### Preliminary Round February 10th | 11.00 am to 1.00 pm

Teams must 'Pitch' their business ideas before an expert panel

- Time allotted for presentation -20 minutes inclusive of Q&As

### Final Round

- Best teams will make it to the final round
- Presentation should be for a maximum of 30 minutes.
- Judges' decision will be final.

### Criteria for Evaluation

- Significance of the Problem/Needs addressed
- Innovation in Process/ Product/ Service
- Sustainable and Scalable Business Model

### Instructions

1. Each team is limited to a maximum of three participants for presentation, no single participation is allowed.
2. Teams are required to present their business ideas and illustrate their business strategy to a panel for evaluation.
3. All ideas shared must be original and have not been awarded funding elsewhere before. It is essential to ensure that all information provided is truthful, and/or any misrepresentation/fraudulent activity will result in disqualification.

### Faculty Coordinator

Dr S Anjali Daisy, Assistant Professor, +91 7418512727

### Student Coordinators

Mr Roshan Samuel - 9345305158, Mr Vignesh S - 6369177078

Ms Amirtha Varshni R K - 9843242454, Ms Sponsa - 9025901937

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